Message for DAlessandro, Giuseppe

From: Connie BULANDA

Date: Thu, Sep 22, 1994 6:16 PM

Subject: '95 Slims Club #1 (Spring V-Wear) mailing

To: DAlessandro, Giuseppe

Cc: Robert FERRIN; John BUEHLER; Melissa CLEMENTE; Jean MONOCCHIO

Giuseppe,

Welcome back...I hope the marketing conference was interesting and fun.

I wanted to update you on the progress of the '95 Slims Club #1 mailing. As discussed and agreed to the direction of the mailing, we've reviewed the creative brief with Thomas and we will need the following:

- POS #
- Items discounted UPC values
- Coupon UPC's
- Order form mailing address
- Order expiration date

We recommend that a refer a friend survey be included in this mailing. The last RAF was delivered in the '94 SC#1 in January, it achieved a 4% response rate without incentive. Delivering the RAF at the beginning of the year will allow us to roll the desirable qualified names received into the remaining '95 Slims Club mailings.

In addition, we need to discuss if we want to provide an incentive to RAF responders. If so, we need a return address. If postage is paid, we will need the permit # and indica film. If we agree not to offer an incentive, we will source the keying costs and get the information needed.

Long-term and may be applicable for this mailing, we would like to investigate the possibility of limiting the multiple coupon UPC codes used. We recommend utilizing the OCR codes to track coupon redemption in order to be more cost effective in producing the various audience cells vs. numerous UPC codes.

Talk to you soon!

Source: https://www.industrydocuments.ucsf.edu/docs/szlm0004